The media arts comprise a range of art forms that have in common their composition and transmission through film, television, radio, print, gaming and web-based media. Increasingly, they are characterised by digitisation and transmission via electronic media. In common with all art forms, in their making and reception, they excite and extend the imagination, and express, inspire critique or entertain with representations of lived experience and culture.

Media Arts in Practice gives you opportunities to create and share media artworks that convey meaning and express insight. Media artworks respond to individual, group or community needs and issues, within a variety of contexts and for a variety of purposes. Through media art-making processes and practices, you can develop self-knowledge through self-expression, provide commentary or critique, explore social, community and/or cultural identity, and develop aesthetic skills and appreciation.

In Media Arts in Practice you will develop knowledge, understanding and skills from three core topics — 'Media technologies', 'Media communications' and 'Media in society'.

We will focus on the role media arts plays in the community and creating opportunities for engagement with school and/or local community arts activities. You will learn how to apply media technologies in real-world contexts to solve technical and/or creative problems. You can use your knowledge and understanding of design elements and principles to guide the development of your own aesthetic tastes, and to engage with or evaluate others' works. You can also learn to evaluate and reflect on your own and others' art-making processes and aesthetic choices.

In Media Arts in Practice, we will explore the role of the media in reflecting and shaping society's values, attitudes and beliefs. You can learn to be ethical and responsible users of and advocates for digital technologies, and aware of the social, environmental and legal impacts of their actions and practices. You are given the necessary knowledge, understanding and skills required for emerging careers in a dynamic, creative and global industry that is constantly adapting to new technologies.

Pathways

A course of study in Media Arts in Practice can establish a basis for further education and employment in the fields of advertising and marketing, publishing, web design, television and filmmaking, animation and gaming, photography, curating, 3D and mobile application design, concept art and digital illustration. It can also establish a basis for self-employment and self-driven career opportunities.

Formative assessments

Unit 1		Unit 2	
Formative internal assessment: - Promotional Design • Project • Product	25%	Formative internal assessment 2: - Animation • Project • Product	25%

Summative assessments

Unit 3		Unit 4	
Summative internal assessment 3: Lives of others • Project • Product	25%	Summative internal assessment 4: Careers in the media arts • Project • Product	25%